

File

SEP 1 1941

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

PLEASE NOTE! IMPORTANT!

Your subscription to FASHION CALENDAR does not constitute an invitation, nor does it entitle subscribers to ask for admission to events we list. Listings are plainly marked when they are "open to the public". It is just as plainly stated when they are "for members of the Fashion Press only" or "by invitation only". Subscribers are requested to respect the conditions of each announcement, and not to ask for admission to the events to which they have not been specifically invited. The Editor

WEEK BEGINNING MONDAY, SEPTEMBER 1, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 1-17	OPENING OF AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT, L.I.
Monday Sept. 1 9:00 P.M.	1ST BOTANY TELEVISION PROGRAM GOES ON THE AIR	BOTANY WORSTED MILLS	STATION WNBT
One of Television's 1st commercial contracts in the fashion field, signed by Botany Worsted Mills, will go on the air for 13 weeks beginning Monday, Sept. 1st, at 9 P.M. Weather announcement will be followed by visual exposition of some Botany product. First to take the air will be Botany's wrinkle-proof ties. Later visualizations will include Botany Yarns, Fabrics and Botany's new "Lanolin Cosmetics". Program goes on 6 nights a week, arranged by Mr. Bert Goldsmith of the Alfred J. Silverstein Agency, MU. 3-6232.			

Beginning	"THE BIG SIX" ANNOUNCE THEIR FALL OPENINGS--PRESS PREVIEWS OF		
Tues. Sept. 2	THE FALL "ORIGINALS" OF N.Y.'S GOLD COAST SPECIALTY SHOPS		
NOTE: All six showings are strictly "by invitation"! Please do not ask for admission.			
Tues. Sept. 2	JAY THORPE ORIGINALS		24 WEST 57TH ST.
3:00 P.M.	Press preview. By invitation only. Publ. Constance Hope, PL. 3-3390.		
Tues. Sept. 2	BERGDORF GOODMAN FALL COLLECTION		754 FIFTH AVE.
8:00 P.M.	Press preview. By invitation only. Introducing new collection of real diamond jewelry by Marc Koven, formerly of Koven Frères, Paris. Publicity: Mab Wilson, PL. 3-7300.		
Wed. Sept. 3	BONWIT TELLER		711 FIFTH AVE.
11:00 A.M.	Fira Benenson's Collection from the Salon de Couture. By invitation only. Publicity: Nona James, EL. 5-6800.		
Wed. Sept. 3	MILGRIM'S		6 WEST 57TH ST.
3:00 P.M.	Design Studio Originals from the Custom-Order Dept. By invitation only. Publicity: Martin Kahn, CI. 7-7200.		
Thurs. Sept. 4	SAKS 5TH AVENUE		611 FIFTH AVE.
3:00 P.M.	Press preview of "Sophie Originals" from the Salon Modern. By invitation only. Publicity: Dorothy Harness, PL. 3-4000. Special Publicity: Eleanor Lambert, PL. 5-8580.		
Mon. Sept. 8	HATTIE CARNEGIE		42 EAST 49TH ST.
8:00 P.M.	Fall Originals. By invitation only. Publ. Jo Hughes, WI. 2-2600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 2 10:30 A.M. On.....	1ST SHOWING: 2ND FALL <u>WHOLESALE</u> COLLECTION	MILGRIM'S	6 WEST 57TH ST.
	Milgrim will present their 2nd Fall <u>Wholesale</u> Collection. Fashion Press by invitation only. Publicity: Mr. Martin Kahn, CI. 7-7200.		
Tuesday Sept. 2	1ST SHOWING: ENTIRE XMAS GIFT COLLECTION	VOLUPTE', INC.	347 FIFTH AVENUE
	Volupté's entire Christmas Gift Collection including compacts, cigarette cases, evening bags and special Christmas gift sets, now ready for inspection by members of Fashion and Beauty Press. Publicity: Catherine Naylor, AS. 4-0147.		
Tuesday Sept. 2	RETAIL FALL MILLINERY WEEK		THROUGHOUT U.S.A.
	Designated by the MMEA and MSC as Opening Day of the Fall <u>Retail</u> Millinery season. Stores throughout the country will launch advertising, window and departmental promotions ushering in New Fall Hats. For further information, contact: Margery Hartman, MSC, CH. 4-6547.		
Tuesday Sept. 2 On.....	SPECIAL EXHIBIT -18TH & 19TH CENTURY AMERICAN COSTUMES & ACCESSORIES	N.Y. HISTORICAL SOCIETY	170 CENTRAL PARK W.
	35 or 40 American costumes of the 18th and 19th century will go on exhibition in the newly constructed Costume Gallery. Open every day except Monday. Publicity: Mr. A. J. Wall, Jr., TR. 7-2917.		
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	S. STROOCK & CO., INC.	404 FIFTH AVENUE
	For appointment to see collection, contact: Miss Oppenheim, WI. 7-1471.		
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	JULIUS N. WERK FABRICS	58 WEST 40TH ST.
	For appointment to see collection, contact: Mr. Werk, LO. 5-5320.		
Tuesday Sept. 8:30- 9:00 P.M.	METROPOLITAN MUSEUM TELEVISION SERIES	COLUMBIA BROAD- CASTING SYSTEM	STATION WGBW
	The Metropolitan Museum follows its August series of Television programs on "Ancient Art", with a September series devoted to "Our European Back-grounds". In line with Museum policy of making its collections as widely available as possible, as a source of inspiration to designers, and as a means of stimulating public taste and perception. Subject of first September telecast: "European Architecture". Part of program repeated on Children's Hour every Thurs. from 2:45 to 3:15 P.M. Receiving sets in Newsreel Theatres at Radio City (33 W. 50th St.) and 72nd and B'way; and Waldorf Astoria Restaurant Lounge off Peacock Alley (room temporarily closed, but expected to reopen soon). Publicity: Mr. Wil Marcus, WI. 2-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 2	DEBUT OF NEW MAGAZINE, "DESIGN FOR LIVING" Geared to a junior, school-girl audience, "Design for Living" will sell on the newstands at 25¢. (15¢ on subscription through the schools.) Fashion Editor: Gwenn Randolph. Publisher: Popular Science.		
Tuesday Sept. 2	OPENING DATE OF NEW "JEUNE FILLE" DEPT. Presenting the new Fall Collection and inaugurating a Jeune Fille department which will feature fashions beginning at \$25. Contact: Mr. Nathan, PL. 5-5430.	JONAI, INC.	78 EAST 56TH ST.
Tuesday Sept. 2- Oct. 31	WINDOW DISPLAY CONTEST Retailers are invited to enter a window display contest conducted by Burton Bros., cotton fabrics. A first prize of \$250 (also many secondary awards) will be made for the best windows featuring Burton's poplins. For complete details write Burton Bros., 267 Fifth Avenue, N.Y.C.	BURTON BROS. & CO.	ALL OVER U.S.A.
Wednesday Sept. 3 10:30 A.M. On.....	1ST SHOWING: HOLIDAY GOWN COLLECTION Nanty announces the addition of a new collection of formal and informal gowns for holiday selling, now ready to show to the Trade and members of the Fashion Press, by invitation. All silk fabrics will be used as in the past, according to the announcement. Contact: Chas. Rendig, LA. 4-4531.	NANTY, INC.	36 WEST 47TH ST.
Wednesday Sept. 3 6:00 P.M.	COLLEGE SHOP FASHION SHOW 4th, last and major event in series of weekly College Shop Fashion Shows, tying-in with the late Wednesday Opening of the store. Director of Powers School will close Beauty Clinic with a beauty talk. Open to press and public. Publicity: Katherine Page, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. AUDITORIUM
Wednesday Sept. 3 9:15- 9:30 P.M.	RADIO DISCUSSION: "ROLE OF RETAILER IN DEFENSE" The retailers' role in the present emergency will be discussed over the air by Albert W. Hawkes, President, U.S. Chamber of Commerce, and Major Ben. H. Namm, National Chairman, "Retailers for Defense" Week, heralding 4th annual National Retail Demonstration Week, beginning Sept. 15th.	ALBERT W. HAWKES VS. MAJOR BEN NAMM	STATION WABC
Thursday Sept. 4 10:00 A.M.	PRESS PREVIEW: FALL COLLECTIONS By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH ST.
Thursday Sept. 4 3:30 P.M.	BACK-TO-SCHOOL & COLLEGE FASHION SHOW Open to press and public. Contact: Eleanor Weinblatt, TR. 5-3100.	MARTIN'S	FULTON AT BRIDGE STS., B'KLYN, N.Y.
Thurs. 9/4	DE PINNA-PEACOCK SHOE PARTY CANCELLED		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 5:30 P.M.	ANNUAL XMAS PARTY AND PRESS REVIEW	F.A.O. SCHWARZ	5TH AVE. AT 58TH ST..
	Fun for the Fashion Press at F.A.O. Schwarz's annual Christmas party, pre-viewing all that's new in toys for this coming Christmas. By invitation only. Publicity: Miss Hunter at Abbott Kimball, PL. 3-9600.		
Monday Sept. 8 11:00 A.M.	PRESS PREVIEW: FALL COLLECTIONS	LORD & TAYLOR	EXEC. CONF. ROOM 11TH FLOOR
	First showing of the new Fall Collections to members of the Fashion Press. By invitation only. Publicity: Hinda Gould, WI. 7-3300.		
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: NEW FALL COLLECTION	CHEZ NINON	785 FIFTH AVENUE
	Fall Collection of Originals designed by Jean Schlumberger. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Sept. 8 3:30 P.M.	CHILDREN'S PARTY	JAMES MCCREERY	BIG TOP RESTAURANT 2ND FLOOR
	McCreery's children's party is a prelude to the return of Captain Mack and his Small Fry Circus. The Circus, wild animals and all, will install itself on McCreery's 5th floor for two days, Sept. 9th and 10th, giving 2 public performances daily, at 11 A.M. and 2:30 P.M. Monday's preview is by invitation only, for children and members of the Fashion Press. Publicity: Helen Fennebresque, WI. 7-7000.		
Monday Sept. 8	OPENING DAY: ENLARGED JANE ENGEL SHOP	JANE ENGEL, INC.	1025 MADISON AVENUE
	New Evening Gown and Bridal Salons. Mdse. offices consolidated with retail store. Publicity: Herbert Bijur, RH. 4-0300.		
Monday Sept. 8	FASHION EXPOSITION	NEIMAN MARCUS	DALLAS, TEXAS
	Neiman Marcus will honor these six outstanding figures in the fashion field with awards for their distinguished service to the Industry: Omar Kiam, dress designer; Eleanor Le Maire, store architect; Tobé, of the Tobé Fashion Service and Tobé-Coburn School for Fashion Careers; Carmel Snow, Editor, Harper's Bazaar; Anthony Blotta, Designer; and Max Meyer, Millinery Code Authority.		
Monday Sept. 8	OPENING OF NEW GIFT GALLERY; SILVER SALON & COSTUME JEWELRY CORNER	MARCUS & COMPANY	679 FIFTH AVENUE
	To fit the tenor of the times, Marcus, fine jewelers, will open a new Gift Gallery, Silver Salon and Costume Jewelry Corner in their newly enlarged and redecorated shop. The expanded Economy section will include gifts for all occasions, covering a wide price gamut, with special emphasis on \$5 and \$10 retail price lines. Publicity: Stell Ayleshire, MU. 6-7077.		
Monday Sept. 8-12	7TH ANNUAL PREMIUM BUYERS' EXPOSITION	PREMIUM ADVERTISING ASS'N OF AMERICA	HOTEL COMMODORE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tues. 9/9 10:00 A.M. 11:30 A.M. 2:30 P.M.	ANNUAL FALL FASHION SHOW Private Green Room Press Preview of Bloomingdale's new Fall Fashions on Tuesday at 10 A.M., by invitation only. Public showings follow at 11:30 A.M. and 2:30 P.M. Tuesday and Wednesday. Publ. Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH
Tuesday Sept. 9 10:30 A.M. & 2:30 P.M.	FIRST SHOWING FALL COLLECTION 1st presentation of Fall Fashions and Winter Furs to the Fashion Press and Stein & Blaine customers. By invitation only. Publ. Kay Merrill, PL. 3-6180.	STEIN & BLAINE	15 WEST 57TH ST.
Tuesday Sept. 9 2:30 P.M.	ANNUAL FALL FASHION SHOW New Fall Originals and Exclusives presented by the Tailored Woman to a selected list of customers and members of the Fashion Press. By invitation. Publicity: Edith Carter, PL. 5-2500.	TAILORED WOMAN	742 FIFTH AVENUE 2ND FLOOR SALON
Tuesday Sept. 9 2:30 P.M.	PRESS & DRESSMAKERS' PREVIEW OF POLA STOUT'S BOTANY PERENNIALS Inaugurating a Pola Stout "Botany Perennials" Fabric Section with a revue of new Fall Fashions made from Vogue patterns. By invitation only, to Dressmakers and members of the Fashion Press. First public showing, Wed., Sept. 10th, 2:30 P.M. in Piece Goods Dept., 2nd floor. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	CHARLESTON GARDENS 5 FL. RESTAURANT
Tuesday Sept. 9 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION Mainbocher will present his new Fall Collection to members of the Fashion Press. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	MAINBOCHER	6 EAST 57TH ST.
Tuesday Sept. 9 4:30 P.M. "Pink Champagne Party"	PRESS PREVIEW: FUR COLLECTION Preview of furs for winter 1942, designed by the talented Ralph Marano of Russeks Wholesale, followed by a "pink champagne" party. By invitation only. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS WHOLESALE	384 FIFTH AVENUE
Wednesday Sept. 10 9:30- 10:30 A.M.	PRESS BREAKFAST PREVIEW First presentation of new Fall Fashions. By invitation. Publicity: Dorothy Coburn, VO. 5-4800.	A. DE PINNA COMPANY	5TH AVE. AT 52ND
Wednesday Sept. 10- Sept. 20 11 A.M.- 11 P.M.	NEW YORK COUNTY FAIR Like the last Fair of 1897, this one will have contests and exhibits of the domestic arts. 400 prizes in all. Closing date for entries, Aug. 22nd. Open to public. Admission, 50¢ (no tax). Children up to 16, 25¢ each. For special events or tie-ins, contact: Mr. Bolton, MU. 2-8430.	AMERICAN INSTITUTE OF THE CITY OF NEW YORK	MADISON SQ. GARDEN 825 EIGHTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10- Sept. 19 Inclusive 2-5 P.M. Daily	EXHIBITION OF CREATIVE CROQUIS Exhibit of Creative Croquis from five independent designers who have in the past created for the great Paris houses. Entrance fee of \$50 admits 2 representatives from a house. Croquis will be sold at reasonable prices. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MARJORIE CASTLE, INC.	DESIGNERS' GALLERY 36 EAST 57TH STREET
Wednesday Sept. 10 3:00 P.M.	COLLEGE FASHION SHOW McCreery's will present college fashions before a specially invited group of college girls and members of the Fashion Press. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	BIG TOP RESTAURANT 2ND FLOOR
Wednesday Sept. 10 4:30 P.M. Cocktails	PRESS PREVIEW: NEW FALL COLLECTION Members of the Fashion Press will toast Lanz of Salzburg's new Fall Collection of "Town Cries and Campus Calls", in Champagne. First public showings on two following days, Sept. 11th & 12th, at 3:30 P.M. Press preview by invitation only. Publicity: Lucille Carey, PL. 3-3800.	LANZ OF SALZBURG	668 FIFTH AVENUE 3RD FLOOR SALON
Thursday Sept. 11 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW Gunther will present new Fall and Winter Furs to members of the Fashion Press, at breakfast. By invitation only. Publ. Viola Shefer, PL. 3-2117.	GUNTHER'S	666 FIFTH AVENUE 2ND FLOOR SALON
Thursday Sept. 11 4-7 P.M. Cocktails	"CHANTILLY" DÉBUT AND FASHION SHOW Introducing Houbigant's new perfume, "Chantilly", and a line of Chantilly toiletries, tying-in with the important Fall and Winter fashion of Chantilly lace. By invitation. Names of cooperating fashion exhibitors in later issue. Publicity: Mr. R. G. Spencer, CI. 6-5151.	HOUBIGANT PARFUMS	WALDORF ASTORIA LE PERROQUET SUITE
Monday Sept. 15 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW: COIFFURES, MAKE-UPS, HATS Members of The Fashion and Beauty Press will see perfect coordination of Rubinstein coiffures and make-ups with hats by Fred Lacome, at breakfast in the Zurich Room. By invitation only. First public showings at luncheon in the Zurich Room on the 3 following days, Sept. 17, 18 & 19. Publicity: EL. 5-2100. Call Zurich Room for luncheon reservations.	HELENA RUBINSTEIN	715 FIFTH AVENUE
Week of Sept. 15	NATIONAL RETAIL DEMONSTRATION WEEK	N.R.D.G.A.	THROUGHOUT U.S.A.
Monday Sept. 15-16	AMERICAN LEATHERS & SPRING SHOE STYLE CONF.	TANNER'S COUNCIL & NAT'L SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL
Tuesday Sept. 16 9:30 A.M. (Postponed from 9/9)	PRESS BREAKFAST PREVIEW Macy's first Fall Fashion presentation for members of the Fashion Press. By invitation only. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC.	EXECUTIVE DINING ROOM, 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 16 11:30 A.M. & 2:30 P.M.	ANNUAL FALL FASHION SHOW Two performances daily, 11:30 A.M. and 2:30 P.M. Publicity: Ann Albee, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH
Tuesday Sept. 16 4:00 P.M. Cocktails	PRESS HOUSE WARMING OF "THE DOLL'S HOUSE" Celebrating the Formal Opening of a gay new department for tots of 1 to 6, dubbed "The Doll's House" and constructed to look exactly like one. For members of the Fashion Press. By invitation only. Publicity: Dorothy Coburn, VO. 5-4800.	A. DE PINNA	5TH AVE. AT 52ND
Tuesday Sept. 16 5:00 P.M. Cocktails	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Alfred Rainer, founder of the distinguished house of Penizek & Rainer of Vienna, will show an American Collection of distinctive Fall and Winter Furs to members of the Fashion Press. By invitation only. Publicity: Viola Shefer, PL. 3-2117.	ALFRED RAINER	17 EAST 55TH ST.
Thursday Sept. 18- Oct. 5	BELMONT FALL RACE MEET Opening Day attraction: "Fashion Futurity" of New York Creations, spon- sored by the New York Dress Institute, with hats and furs by leading designers. Mannequins will parade during racing intervals on Fashion Terrace of clubhouse. Admission \$4. Press by invitation only. Contact: Miss Joan Becker, WI. 2-4996.	WESTCHESTER RACING ASSOCIATION	BELMONT PARK, ELMONT, L. I.
Thursday Sept. 18 5:00- 5:30 P.M. (Postponed from Sept. 4)	"FASHION DISCOVERIES" ON TELEVISION "5 O'clock Party" will be the subject of the first Television "Fashion Discoveries" program. ("Fashion Discoveries" are fashions and accessories promoted cooperatively in the past in fashion magazines.) First stores to sponsor this program are Bloomingdales, N.Y. and Abraham & Straus, Bklyn., who will carry the Television-tagged, featured merchandise and will tie-in with advertisements, window and departmental displays. Tele- vision receiving sets will be placed throughout each store, windows in- cluded. Manufacturers wishing to join this cooperative program may con- tact: Norman D. Waters, CA. 5-7430. To make individual purchases of Television Time, contact: Thomas Hutchinson, NBC, CI. 6-8300.	BLOOMINGDALES, N.Y. ABRAHAM & STRAUS, B'KLYN	STATION WNBT
Saturday Sept. 20- Oct. 18 Inclusive	NATIONAL DEFENSE EXPOSITION Gigantic Civilian and National Defense Exposition, approved by the O.P.M. and planned by the City of New York. Defense clothes will, of course, be included. Feature of Opening Week: Defense Clinic. Tickets, 25¢ each. Admission <u>during</u> exposition, 40¢. Proceeds (above expenses) to U.S.O. and Office of Civilian Defense. Exhibitors contact Mr. Almon R. Shaffer, Mng. Dir., PL. 3-1623. Publicity: Worth Colwell, PL. 5-0478.	NEW YORK CITY	GRAND CENTRAL PALACE, 480 LEX.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 9:30 A.M. (Postponed from 9/17)	PRESS BREAKFAST PREVIEW: FALL HATS Presenting first collection of Fall Hats to members of the Fashion Press. By invitation only. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	5TH AVE. AT 36TH
Wednesday Sept. 24 1:00 P.M. Luncheon	BELMONT FASHION LUNCHEON The popular Wednesday fashion luncheons of Belmont's Spring Race Meet will be continued this Fall. First luncheon exhibitor will be Revillons Frères, presenting new Fall Furs. Open to public. Buffet luncheon, \$1.25. Club-house admission, \$4. Press by invitation only. Contact: Joan Becker, WI. 2-4996.	REVILLONS FRÈRES	CLUBHOUSE FASHION TERRACE, BELMONT
On or Around Sept. 25	FIRST SHOWING: RESORT COLLECTION For appointment to see collection, contact: Mr. Sol Pollack, WI. 7-7818.	POLLACK, SMITH & ROBINS	1410 BROADWAY
Thursday Sept. 25 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Milgrim's is 1st to present new Fall Fashions at the regular Thursday Fashion luncheon in the Persian Room of the Plaza. Open to public. Luncheon à la carte. Members of Fashion Press by invitation only. Milgrim publicity: Martin Kahn, CI. 7-7200. Plaza publicity: Joseph Ryle, PL. 3-6744.	MILGRIM'S	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 25 5:30 P.M.	CAREER FASHION SHOW Fashion Show theme: "It's a Career To Be A Wife... Mother... Secretary... Stenographer... Writer... Fashion Executive... Teacher..." etc. -- covering all careers and showing how to dress smartly for each one. Open to press and public. Under direction of Ann Albee, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH
Thursday October 2 1:30 P.M.	LUNCHEON FASHION SHOW 2nd in series of weekly Persian Room luncheon Fashion Shows. Open to public. Luncheon à la carte. Press by invitation only. Tailored Woman Publ. Edith Carter, PL. 5-2500. Plaza Publ. Joseph Ryle, PL. 3-6744.	TAILORED WOMAN	PLAZA HOTEL PERSIAN ROOM
Tuesday October 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: NEW HATS First of famous Tuesday Salon d'Elegance Fashion Luncheons at the Ritz, off to a brilliant start with a showing of Fall hats by Walter Florell. Show goes on at 1:30 P.M. Luncheon à la carte. Fashion Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0890. Ritz Publicity: Bette Benfield, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 13	OPENING OF CRUISE- RESORT COLLECTIONS	FOGA SPORTSWEAR MANUFACTURERS	INDIVIDUAL SHOWROOMS

Individual Opening dates will follow in later issue of FASHION CALENDAR.

HOME FURNISHINGS CALENDAR

Wednesday Sept. 3 5:30 P.M. Cocktails	PRESS PREVIEW: "WISHMAKER HOUSE" James McCreery will precede the public Opening of "Wishmaker House", a Federal American Ensemble, with a Press Preview and cocktail party. By invitation only. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	7TH FLOOR
Friday Sept. 5-6	"BLOOMINGDAHLIA" FLOWER SHOW 2nd annual Dahlia Show for "novice gardeners", under auspices of American Dahlia Society. Judging at 2:30. Special awards to Manhattan Fire-Escape and Window-Box gardeners. Also Flower Arrangement Competition. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH
Beginning Monday Sept. 8	PLASTICS EXHIBIT 2-weeks' exhibit of latest achievements in plastics, covering everything from jewelry to shower curtains. Special feature: movie on "The Magic of Chemistry". Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH 6TH FLOOR
Tuesday Sept. 23 Evening Preview	EXHIBIT: "ORGANIC DESIGNS" IN FURNITURE AND FURNISHINGS Prize-winning designs and their reproductions, from recent design competition staged jointly by Museum of Modern Art and Bloomingdale's. "Organic Designs" will be introduced into common use by 13 stores sponsoring their production and sale. Open to public, Wed., Sept. 24. Tues. Press Preview will be preceded by Bloomingdale dinner party for Designers and Museum executives. For further information, contact: Sarah Newmayer, Museum Publicity: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

OPENING DATES, OUT-OF-TOWN FALL MARKETS

Sept. 8 Pittsburgh Wholesale Merchandise Mart. Oct. 13 Southern Cal. Resort Lines.

DATES AHEAD

Sept. 1 LABOR DAY
Sept. 22 1ST DAY, JEWISH NEW YEAR*
Sept. 28 END OF DAYLIGHT SAVING**
Oct. 1 JEWISH DAY OF ATONEMENT*
Oct. 3 COLUMBUS DAY

RED LETTER WEEKS

Sept. 21-27 NATIONAL DOG WEEK
Sept. 27 COLLEGE FOOTBALL SEASON OPENS
Oct. 1 MOVING DAY
Oct. 4-11 NATIONAL FURNITURE WEEK
Nov. 1-7 NATIONAL ART WEEK

*Market closed for all practical purposes.

**Bill pending for extension of Daylight Saving Time.

MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

Monday
Sept. 1 SPECIAL PERFORMANCE OF "LADY IN THE DARK", Alvin Theatre, 250 W. 52nd St.
Stage Relief Fund Benefit, prior to official re-opening of play Tues.
Sept. 2. Starring Gertrude Lawrence with 4 new leading men.

Monday
Sept. 1 "UNFINISHED BUSINESS". (Cinema) Rivoli Theatre, B'way at 49th
The Rivoli reopens for the season, presenting Gregory La Cava's latest
production starring Irene Dunne, Robert Montgomery and Preston Foster.
Universal Publicity: Ruth Morrow, CI. 7-7100.

Wednesday
Sept. 3 "VILLAGE GREEN" Henry Miller Theatre, 124 W. 43rd
Carl Allensworth comedy with Frank Craven. Presented by Dorothy and
Julian Olney and Felix Jacoves.

Thursday
Sept. 4 MOONLIGHT CRUISE AMERICAN THEATRE LEAVING FROM PIER
ON HUDSON WING BWR BENEFIT 81, W. 42ND ST.
7:00 P.M. Something new in British War Relief Benefit's--a moonlight sail up the Hud-
son, staged by the American Theatre Wing. Games, dancing, and entertain-
ment. Boat leaves Pier 81 (W. 42nd) at 7:00 P.M. D.S.T., W. 125th at 7:30
P.M. Tickets, \$1.50, from American Theatre Wing, 730 5th Ave., CI. 6-2086.

Tuesday
Sept. 9 "TWO STORY HOUSE" Morosco Theatre, 217 W. 45th St.
Play by Parker Fennelly, produced by Brock Pemberton. Margaret Pemberton
will supervise costumes.

Wednesday
Sept. 10 "THE WOOKEY" Plymouth Theatre, 236 W. 45th St.
Play about Cockney family fighting Battle of London. By Frederick Hazlitt
Brennan. Starring movie star Edmund Gwenn. Producer, Edgar Selwyn.

Thursday
Sept. 11 "THE MORE THE MERRIER" Cort Theatre, 138 W. 48th St.
Farce by Frank Gabrielson and Irvin Pincus, with Frank Falbertson, Grace
McDonald, Teddy Hart, etc. Presented by Otto L. Preminger & Norman Pincus.

Tuesday
Sept. 16 "KEEP COVERED" Royale Theatre, 242 W. 45th St.
Farce about insurance business by Michael Wallach and Pat Flick. Producer:
Morris Sarnoff.

Wednesday
Sept. 17 DEFENSE BALL Grand Ballroom, Hotel Astor
Given by N.Y.C. Federation of Women's Clubs. Net proceeds to 2nd Corps
Area, Civilian Defense. Tickets, \$1 each from Miss Edith Rogers, Hotel
Astor, Room 153.

Tuesday
Sept. 23 "MR. BIG" Lyceum Theatre, 145 W. 49th St.
George S. Kaufman production of Arthur Sheekman and Margaret Shane comedy
starring Fay Wray. Sets by Donald Oenslager. Costumes by Irene Sharaff.
Hats by John-Frederics.

Sept. ?? "LYDIA" (Cinema) Music Hall, 1260 6th Avenue
Alexander Korda picture starring Merle Oberon. Costumes of early 1900's
by Vertes. Modern Adaptations by Samuel Chapman, 530 7th Ave. United
Artists Publicity: Tess Michaels, BR. 9-7300.

Monday
October 13 "CANDLE IN THE WIND" Shubert Theatre, 225 W. 44th St.
Maxwell Anderson play with Helen Hayes and Stiano Braggioti. Directed by
Alfred Lunt. Presented by Theatre Guild and Playwrights Company.